

MICHAEL MARSH—RECREATIONAL ACTION SPORTS ENTERTAINMENT, LLC

Michael Marsh founded Recreational Action Sports Entertainment LLC in 2003 in Billings, Montana. RASE LLC (pronounced like “race”) is a motorsports and events promotions company. The Warm Up® rally has been held in Billings since 2003.

The goal of the company is simple: Provide high quality entertainment for all ages while bringing people (primarily motorcycle tourists and enthusiasts) to the beautiful state of Montana. We love when people from all over the world come to Montana to Ride The Big Sky® <http://www.ridethebigsky.com/> and enjoy one of our fun and exciting events.

The Warm Up® motorcycle event is designed to invite some of the more than 70,000 motorcycle tourists already passing through Montana headed to Sturgis, SD in early August to stop in Billings on their way to the legendary Sturgis Bike Week.

In 2014, Michael partnered with the Billings Chamber of Commerce / T.B.I.D. (Tourism Business Improvement District) to promote The Warm Up® - 2014 races by advertising locally and nationally along with the community's brand logo, Billings, Montana's Trailhead <http://www.VisitBillings.com> As a member of the Billings Chamber of Commerce, he has actively promoted and supported tourism for Billings and the State of Montana.

Mr. Marsh has demonstrated consistency, honesty, integrity, professionalism and has shown active support for tourism in the community and the State of Montana.

SUPPORTING MATERIALS

RASE, LLC used national press coverage of the event in magazine ads, digital ads and blog talk radio ads. The following media was used:

- AMA (www.americanmotorcyclistassociation.com) – digital ads
- Billings365.com – blogs & digital ads
- BMW (www.bmwmoa.org) – digital ads
- Charter – TV & digital ads
- Connoisseur Media (radio streaming) – radio ads
- Flat Track (www.flattrack.com) – digital ads
- Motorcycleevents.com – event listing
- Next Moto Champion (www.nextmotochampion.com) – digital ads & radio commercials
- Sound Rider (www.soundrider.com) – digital ads
- Townsquare Media (radio streaming) – radio ads
- www.visitmt.com – event listing
- Wing World Magazine (www.wingworldmag.com) – print & digital ads
- Facebook - <http://www.ridethebigsky.com>
- CD with blog talk radio ad with Next Moto Champion

The success of our marketing was measured by the number of hotel rooms occupied, rider attendance, spectator attendance, parking lot survey and statistics from our on-line advertising.

Hotel rooms – Best Western Kelly Inn & Suites and the Billings Hotel & Convention Center reported rooms used but the majority of the event attendees stayed at the KOA.

Attendance – Over the two days, we documented the event attendees' vehicles at the events. 36.97% of these were from out-of-state and 29.70% were from out-of-county totaling 66.67% of event attendees from out of area.

Rider Attendance - Approximately 50% of all event attendees were either motorcycle tourists (arrived on motorcycle) or were motorcycle racing competitors.

PHOTOS

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Road Trip 2014



FEATURES - Get ready to hit the 10 best roads British Columbia can dish out, enjoy the stunning scenery and eat at some of the best eateries in the Province on this year's self-guided tour.

Sasquatch Dual Sport Adventure Tour 2014



NEW - Registration is now open for the 2014 Sasquatch Dual Sport Adventure Tour. Find out about this year's route, block some touring time and register today!

Café to CAFE 2014



NEW - Eat to Ride, ride to eat. It all starts now with the 2014 tour. Find out where you'll be riding this year and join in on the fun.

Now in the SRI Store

REFRESH - Time to look at all your liquids and toss the expired stuff, then restock in the SRI store.

USB 2.1 - Get the latest addition in our exclusive 12v to USB phone charger. This one does larger phablets, tablets and iPads.

NEW - ISLAND FEVER - Get the details and meet the winners from this year's Grand Tour

NEW - APPS FOR RIDERS - What can you use, what can you live without?

NEW - NORTHWEST ROADS AND WEATHER - What's in store this summer?

Register for the Rally in the Gorge - 2014



NEW - Registration is open now. Have a look at the updated site for this year's rally and book yourself a spot into the event.

The Bonehead Enduro



NEW - It's back in all its muddy glory! Grab your old bike and go find all the bones!

Used & Hot Deal Bike Listings



UPDATED - Used Bikes - we've added new categories for Kids, Adventure and Super Motard bikes. Check it out!

UPDATED - Hot Deal Bikes - Last year's models, complete with warranties, means you save big.



TRENDING WITH READERS

1. 2014 Sound RIDE! Event lineup
2. Ten motorcycle camping myths
3. Poker run basics
4. Top 10 tips for riding to Alaska
5. 2014 Rally in the Gorge information



SPONSORED LINKS

Ride West Insurance - Motorcycle Insurance Specialists

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Dedicated to Hank Gabel

AMA ALL STAR

FLAT TRACK

August 4th 6PM

Billings Motorsports Park

The Warm Up® for Sturgis

RASE
RECREATIONAL ACTION SPORTS ENTERTAINMENT

All-Star
NATIONAL FLAT TRACK SERIES

Photo by Tom Stein
www.tomsteinphoto.com

Details at: www.ridethebigsky.com/the-warm-up-races

Tickets at the Gate

- Gates open at 6PM
- Great Food & Live Music
- Adults \$15
- Children 10 and under Free with paid adult

Flat Track Description:

- Under the Lights
- Harleys on Dirt
- Grand Stands Viewing
- 3/8 Mile Banked Dirt Oval
- High-Banked Corners

Billings Motorsports Park:

- North of Billings Heights
- Highway 57 towards Roundup
- On left near Mile marker 16

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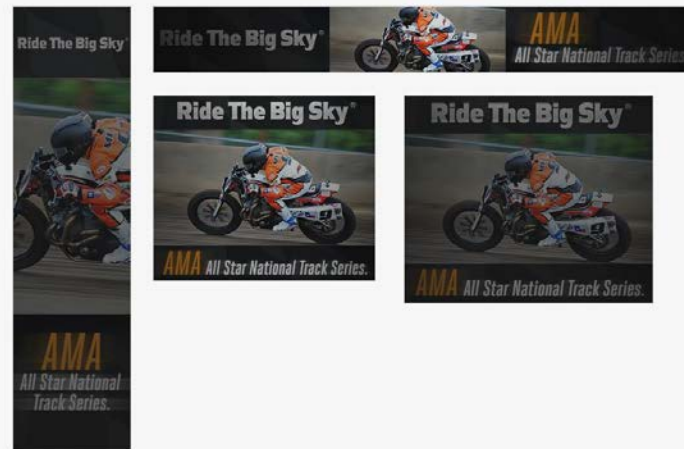
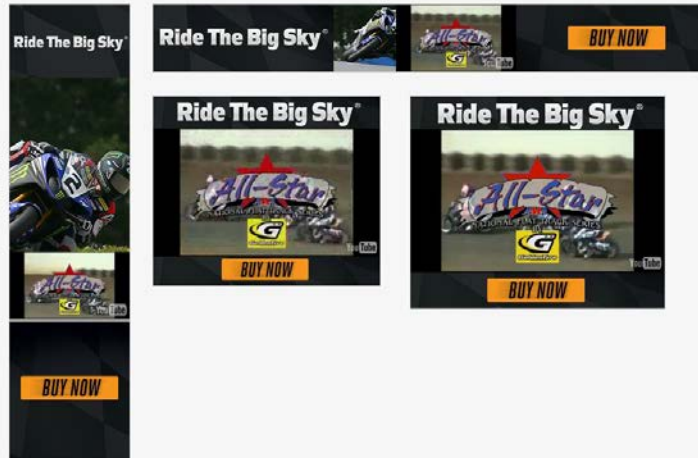
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RIGHTS RIDING RACING NEWS ABOUT EVENTS CLUBS & PROMOTERS MEMBERSHIP INFO SHOP CLASSIFIEDS

Join the AMA Click Here

AMA VINTAGE MOTORCYCLE DAYS • 2014
 MAY 15-17 - AMA SHOWS THE WORLD - COVENTRY, MAE
 Make Plans Now!

CHECK THIS OFF YOUR BUCKET LIST:
BIG SKY COUNTRY
 Click now and plan your great escape today.

Click here for the ride of a lifetime
Billings
 RESTAURANT & LODGING

NEWS: RIGHTS
 > AMA News and Notes: May 2014
 > Earth Day a celebration of motorcyclists' values
 > EPA acknowledges that ethanol damages engines
 > AMA supporter Tom Pelt to retire from Congress
 > Driver Privacy Act amended to secure motorcyclists' info
MORE RIGHTS NEWS

NEWS: RIDING
 > Distracted driving is deadly driving
 > American Motorcyclist Association member claims Yamaha Super Ténéré won in 2013 AMA Membership Sweepstakes
 > New product news: New thread locker, vibration damper for fasteners
 > AMA Go Ride Safety Week focuses on rider responsibility and driver

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start American Motorcyclist... 2:27 PM

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Yellowstone Park Cool Local Rides

AMA All Star Flat Track
Aug 4th

Details at: www.ridethebigsky.com

MEMBER WINS YAMAHA SUPER TENERÉ IN 2013 MEMBERSHIP SWEEPSTAKES

New! That's An Essential!

Ron Fluke of Trinity, Ala., says he is an AMA member to support motorcycling advocacy. He learned this spring, however, that renewing his membership can pay off in unexpected ways.

Fluke's AMA membership won him one of the most versatile motorcycles ever made: a brand new Yamaha Super Ténéré, courtesy of Yamaha Motor Corp., U.S.A. AMA members who joined or renewed in 2013 got a chance to win the Super Ténéré. In addition, riders in the 2013 AMA Yamaha Super Ténéré National Adventure Riding Series earned additional entries in the sweepstakes.

"I'm looking forward to throwing a leg over a modern motorcycle," says Fluke, who picked up his bike at Allsport Powersports in Decatur, Ala. "I have a lot of vintage bikes, an old Buellco 250 Astro, an old 700cc Yamaha and a Yamaha XS 650 that I'm making into a street tracker, but I've never ridden a modern bike."

David Docktor, motorcycle marketing manager of Yamaha's Motorsports Group, says, "We're pleased that the Ténéré is being awarded to Ron, who is an obvious enthusiast, and who appreciates Yamaha motorcycles old and new."

The Yamaha Super Ténéré, known as



the ultimate transcontinental adventurer, is even better for 2014 with a more powerful inline twin, electronic cruise control, dual drive modes, traction control, anti-lock brakes, an adjustable seat and more.

New and renewing AMA members are already earning a chance to win a Yamaha Super Ténéré next year, and those who are participating in the AMA Yamaha Super Ténéré National Adventure Riding Series are improving their odds as well. Join them by visiting www.americanmotorcyclist.com. > Join the AMA or by riding an adventure ride near you. For the schedule, see www.americanmotorcyclist.com. > Riding > Yamaha Adventure Riding.



'WHY WE RIDE' PACKS HOUSE IN DAYTONA

AMA members and others enjoyed the Daytona Bike Week premiere of the acclaimed motorcycling documentary "Why We Ride" in March. The large crowd was inspired by the AMA Hasek Koth-Bergner Image Award-winning film, which celebrates all that is great about motorcycling. If you haven't seen "Why We Ride," and you love motorcycles, you owe it to yourself to catch a showing near you. For billings, see www.whyweride.com.

WING WORLD

SHOW OFF

START THE SUMMER OFF WITH A BANG!

JUNE 2014
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